



Justification Letter

To: City of Las Vegas
731 S. Fourth Street
Las Vegas, NV 89101
Phone (702) 229-6196
Attn: Yorgo

From: Mark Whitehouse
Ultrasigns
10 Research Lane
Las Vegas, NV 89101
Phone (702) 336-3336 (cell)

Re: Siegel Suites Sahara 2500 Teddy Ave. LVNV 89102

To Whom It May Concern:

We are submitting for a Sign Variance for Siegel Suites located at 2500 Teddy Drive. The Signage package will include all signs on the property.

The Variance is for the following;

- Allow a 35' High sign where 12' maximum is allowed.
- Increase the allowable square footage for a freestanding sign from 48' to 289'.
- Reduce setback from 5' to 1' on the amenity signage on Teddy (4 total).
- Allow five freestanding signs where two signs are allowed.
- Reduce separation distance between signs on same side of street from 100' to 17', 25', and 25'.

All identification signage in the area is between 30' and 40'. We feel that a higher sign is warranted on such a busy street therefore we are requesting a waiver for a sign height increase from 12' to 35' overall high. The sign will be consistent in design and nature to all the signs in the area. The building will block the view of the sign for the most part to the adjacent residential behind the property.

The four amenity signs are non-illuminated and are only 5' overall height, these signs display different amenities on the property and do not contribute to any visual clutter. Each sign is only five square feet and is not clearly visible to adjacent properties.

Thank you, in advance for your consideration of this submittal.

Regards,

RECEIVED

NOV 03 2009


Mark Whitehouse

VAR-36579